AMENDMENTS TO THE CLAIMS

The listing of claims replaces all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method to be performed on-board a commercial aircraft, the method comprising:

electronically swiping an identification card indicating attendant and commercial airline flight;

electronically swiping a financial card to eollection collect identification information for payment of rental of a self-contained in-flight entertainment device;

distributing the self-contained in-flight entertainment device to a passenger;
noting an identification of the self-contained in-flight entertainment device; and
recording an association between the identification of the self-contained in-flight
entertainment device and information associated with the passenger.

- (Original) The method of claim 1 wherein the recording is done by writing an
 identification number of the self-contained in-flight entertainment device on a clear plastic map
 of seating of the aircraft.
- 3. (Original) The method of claim 1 wherein the recording is done by placing a paper copy of a finance transaction related to the swiping of the financial card into a slot of a carrying case previously holding the self-contained in-flight entertainment device.
- 4. (Original) The method of claim 1 wherein the recording of the association has information associated with the passenger consisting of at least one of the following: the identification information from the financial card, identification of seating for the passenger, and identification information of the passenger.
- (Original) The method of claim 1 wherein the financial card being electronically swiped is a credit card of the passenger.

- (Currently Amended) A method to be performed on-board a commercial aircraft comprising:
 - distributing one or more self-contained in-flight entertainment devices to passengers for their use on-board the commercial aircraft in exchange for payment with a financial card;
 - recording an association between the <u>one or more</u> self-contained in-flight entertainment devices and the passengers using them;
 - collecting the <u>one or more</u> self-contained in-flight entertainment devices from passengers; determining <u>if any when any one</u> of the <u>one or more</u> self-contained in-flight entertainment devices was not collected and <u>if so,</u> determining from the association[[,]] which one of the passengers was non-compliant for such non-collection; and
 - charging the financial card of the non-compliant passenger for the uncollected selfcontained in-flight entertainment device.
- (New) The method of claim 6 wherein the one or more self-contained in-flight entertainment devices are portable and include a display element.
- (New) The method of claim 7, wherein the one or more portable self-contained in-flight entertainment devices include navigational controls.
- (New) The method of claim 6, wherein the one or more self-contained in-flight entertainment devices are portable and include audio-visual media content stored thereon or therein.
- 10. (New) The method of claim 6, wherein distributing the one or more self-contained in-flight entertainment devices to passengers includes accessing the one or more self-contained in-flight entertainment devices from a storage case storing a plurality of self-contained in-flight entertainment devices.

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11. (New) The method of claim 6, wherein distributing the one or more self-contained in-flight entertainment devices to passengers includes removing the one or more self-contained in-flight entertainment devices from corresponding, individual portable storage

pouches.

12. (New) The method of claim 6, wherein each distributed self-contained in-flight

entertainment device has an identification card associated therewith.

13. (New) The method of claim 6, wherein the identification card is electronic.

14. (New) The method of claim 13, further comprising using an electronic card

reader to record an identification of the one or more in-flight entertainment devices and associate

such identification with the passengers using the one or more in-flight entertainment devices.

15. (New) The method of claim 6, wherein:

distributing one or more self-contained in-flight entertainment devices to passengers for

their use on-board the commercial aircraft in exchange for payment with a

financial card includes retrieving financial information from the passengers using

an electronic card reader; and

recording an association between the one or more distributed self-contained in-flight

entertainment devices and the passengers using them includes using the electronic

card reader to read one or more electronic identification cards associated with the

one or more self-contained in-flight entertainment devices.

16. (New) The method of claim 6, wherein the one or more self-contained in-flight

entertainment devices include a plurality of self-contained in-flight entertainment devices.

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- (New) The method of claim 6, wherein collecting the one or more self-contained in-flight entertainment devices from passengers includes:
 - collecting a plurality of self-contained in-flight entertainment devices from a plurality of passengers;
 - placing each of the plurality of collected self-contained in-flight entertainment devices in a corresponding storage pouch; and

placing each storage pouch in a storage case configured to store multiple storage pouches.

18. (New) A method for renting portable in-flight entertainment devices, comprising: accessing a plurality of portable in-flight entertainment devices collectively stored on-board an aircraft, wherein each of the portable in-flight entertainment devices include:

a display;

an audio output;

one or more computer-readable storage media having stored thereon a plurality of audio-visual content items that are configured to be played to provide an output to at least one of the display or the audio output; and

- navigation controls configured to select between the plurality of audiovisual content items:
- distributing one or more of the portable self-contained in-flight entertainment devices to passengers of the aircraft:
- electronically swiping at least one financial card to collect rental payment processing information of the passengers to which the one or more portable in-flight entertainment devices are distributed; and
- associating an identification of the one or more distributed portable in-flight entertainment device with corresponding passengers.
- 19. (New) The method of claim 18, wherein the one or more portable in-flight entertainment devices are configured to provide audio-visual content items consisting of those stored on the one or more computer-readable storage media.

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20. (New) The method of claim 18, wherein distributing the one or more portable self-contained in-flight entertainment devices to passengers includes receiving identification information of a flight attendant, the identification information including at least an identification of the flight attendant and a commercial airline flight.